MTV PROGRAMMING

MUSIC TELEVISION

This report does not include videos in recurrent or oldie rotation.

		WEEKS ON PLAYLIST
VIDEOS ADDED THIS WEEK	**AC/DC** JAILBREAK Atlantic	Breakout
	BRYAN ADAMS RUN TO YOU A&M	Power
	ALPHAVILLE BIG IN JAPAN Atlantic	New
	DEVO ARE YOU EXPERIENCED Warner Bros.	Breakout
	RONNIE JAMES DIO WE ROCK Warner Bros.	Light
	DURAN DURAN WILD BOYS Capitol	Power
	IRON MAIDEN ACES HIGH Capitol	Light
	CHUCK MANGIONE DIANA "D" Columbia	New
	STEVE MORSE BAND GENERAL LEE Elektra/Musician	New
	SHERYL LEE RALPH IN THE EVENING N.Y. Music Co.	New
	RAMONES HOWLING AT THE MOON Sire/Warner Bros.	New
	TOM ROBINSON WAR BABY Geffen	New
	SILENT TREATMENT LIFE ON EARTH Red Label	New
	SUICIDAL TENDENCIES INSTITUTIONALIZED Frontier	New
	MARK A. THOMPSON SO FINE Warner Bros.	New
	W.A.S.P. I WANNA BE SOMEBODY Capitol	New
POWER ROTATION	**BRYAN ADAMS** RUN TO YOU A&M	1
	DEEP PURPLE PERFECT STRANGERS Mercury	2
	DURAN DURAN WILD BOYS Capitol	1
	J. GEILS BAND CONCEALED WEAPONS EMI America	2
	JIMI HENDRIX ARE YOU EXPERIENCED Warner Bros.	2
	BILLY IDOL CATCH MY FALL Chrysalis	3
	MADONNA LIKE A VIRGIN Sire/Warner Bros.	2
	REO SPEEDWAGON I DO'WANNA KNOW Epic	2
	SCANDAL HANDS TIED Columbia	3
	TIMOTHY B. SCHMIT PLAYIN' IT COOL Elektra	3
	TOMMY SHAW GIRLS WITH GUNS A&M	2
	BILLY SQUIER ALL NIGHT LONG Capitol	2
HEAVY ROTATION	**PAT BENATAR** WE BELONG Chrysalis	4
	DAVID BOWIE BLUE JEAN EMI America	8
	DENNIS DEYOUNG DESERT MOON A&M	10
	SAMMY HAGAR I CAN'T DRIVE 55 Geffen	11
	DARYL HALL & JOHN OATES OUT OF TOUCH RCA	6
	JULIAN LENNON VALOTTE Atlantic	2
	PAUL McCARTNEY NO MORE LONELY NIGHTS Columbia	6
	POLICE SYNCHRONICITY A&M	4
	ROD STEWART SOME GUYS HAVE ALL THE LUCK Warner Bros.	13
	SURVIVOR I CAN'T HOLD BACK Scotti Bros./CBS	5
	TALKING HEADS ONCE IN A LIFETIME Sire/Warner Bros.	6
	.38 SPECIAL TEACHER TEACHER Capitol	6
	TINA TURNER BETTER BE GOOD TO ME Capitol	11
	U2 PRIDE Island	5
	VAN HALEN HOT FOR TEACHER Warner Bros.	7
ACTIVE ROTATION	**CARS** HELLO AGAIN Elektra	20
	FRANKIE GOES TO HOLLYWOOD TWO TRIBES Island	9
	ROGER HODGSON HAD A DREAM A&M	3
	HONEYDRIPPERS SEA OF LOVE Esperanza/Atlantic	6
	CHAKA KHAN I FEEL FOR YOU Warner Bros.	6
	KISS HEAVEN'S ON FIRE Mercury	7
	JOHN LENNON EVERY MAN HAS A WOMAN Polydor	5
	BILLY OCEAN CARRIBEAN QUEEN Jive/Arista	9
	STEVE PERRY STRUNG OUT Columbia	6
	POINTER SISTERS I'M SO EXCITED RCA	10
	LIONEL RICHIE PENNY LOVER Motown	7
	SCORPIONS I'M LEAVING YOU Mercury	5
	TWISTED SISTER I WANNA ROCK Atlantic	7
	JOHN WAITE TEARS EMI America	5
	WHAM WAKE ME UP BEFORE YOU GO-GO Columbia	9
	PETER WOLF I NEED YOU TONIGHT EMI America	2
MEDIUM ROTATION	**JOHN CAFFERTY & THE BEAVER BROWN BAND** TENDER YEARS Scotti Bros./CBS	3
	CULTURE CLUB THE WAR SONG Virgin/Epic	5
	EUROGLIDERS HEAVEN MUST BE THERE Columbia	5
	GOLDEN EARRING LONG BLOND ANIMAL 21/PolyGram	6
	COREY HART IT AIN'T ENOUGH EMI America	7
	DAN HARTMAN WE ARE THE YOUNG MCA	3
	IAM SIAM TALK TO ME Columbia	8
	JETHRO TULL LAP OF LUXURY Chrysalis	6
	ELTON JOHN WHO WEARS THESE SHOES Geffen	6
	RICKIE LEE JONES THE REAL END Warner Bros.	6
	MOLLY HATCHET SATISFIED MAN Epic	3
	QUIET RIOT PARTY ALL NIGHT Pasha/CBS	5
	RATT WANTED MAN Atlantic	8
	STONE FURY BREAK DOWN THE WALLS MCA	6
	XAVION EAT YOUR HEART OUT Asylum/Mirage	10
BREAKOUT ROTATION	**AC/DC** JAILBREAK Atlantic	1
	BIG COUNTRY WHERE THE ROSE IS SOWN Mercury	2
	BLACKFOOT MORNING DEW Atco	3
	DEVO ARE YOU EXPERIENCED Warner Bros.	1
	DOKKEN INTO THE FIRE Elektra	6
	GENERAL PUBLIC TENDERNESS IRS	3
	GRIM REAPER SEE YOU IN HELL RCA	11
	UB40 IF IT HAPPENS AGAIN A&M	3
	WHITESNAKE LOVE AIN'T NO STRANGER Geffen	4
LIGHT ROTATION	**BELFEGORE** ALL THAT I WANTED Elektra	7
	MORRIS DAY JUNGLE LOVE Warner Bros.	3
	RONNIE JAMES DIO WE ROCK Warner Bros.	1
	LITA FORD DRESSED TO KILL Mercury	5
	EDDY GRANT BOYS IN THE STREET Portrait	4
	IRON MAIDEN ACES HIGH Capitol	1
	QUEENSRYCHE TAKE HOLD OF THE FLAME EMI America	3
	WANG CHUNG DON'T BE MY ENEMY Geffen	5
	MATTHEW WILDER BOUNCING OFF THE WALLS Private I/CBS	3
	Y & T LIPSTICK AND LEATHER A&M	3
NEW ROTATION	**ALPHAVILLE** BIG IN JAPAN Atlantic	1
	AZTEC CAMERA ALL I NEED IS EVERYTHING Warner Bros.	6
	BANANARAMA THE WILD LIFE MCA	7
	BANGLES GOING DOWN TO LIVERPOOL Columbia	4
	BLANCMANGE THAT'S LOVE THAT IS Sire/Warner Bros.	4
	BONE SYMPHONY IT'S A JUNGLE No Label	3
	JAMES BROWN/AFRIKA BAMBAATAA UNITY Tommy Boy	4
	BOBBY CALDWELL DON'T QUIT MCA	3
	BRUCE COCKBURN IF I HAD A ROCKET Gold Mountain/A&M	2
	DEPECHE MODE MASTER & SERVANT Sire/Warner Bros.	3
	SHEENA EASTON STRUT EMI America	6
	ROD FALCONER ONLY SO MUCH MCA	3
	FIONA LOVE MAKES YOU BLIND Atlantic	3
	HOODOO GURUS I WANT YOU BACK A&M	9
	HUNTERS & COLLECTORS THE SLAB White Label/Slash	4
	INDUSTRY STILL OF THE NIGHT Capitol	3
	LOS LOBOS WILL THE WOLF SURVIVE Warner Bros.	3
	MELISSA MANCHESTER THIEF OF HEARTS Casablanca	2
	CHUCK MANGIONE DIANA "D" Columbia	1
	STEVE MORSE BAND CRUISE MISSILE Elektra/Musician	4
	SHERYL LEE RALPH IN THE EVENING New York/Music Co.	1
	RAMONES HOWLING AT THE MOON Sire/Warner Bros.	1
	RED HOT CHILI PEPPERS TRUE MEN DON'T KILL COYOTES EMI America	3
	TOM ROBINSON WAR BABY Geffen	1
	DIANA ROSS SWEPT AWAY RCA	4
	SCRITTI POLITI WOOD BEEZ Warner Bros.	12
	SILENT TREATMENT LIFE ON EARTH Red Label	1
	BARBRA STREISAND LEFT IN THE DARK Columbia	3
	SUICIDAL TENDENCIES INSTITUTIONALIZED Frontier	1
	ANDY SUMMERS/ROBERT FRIPP PARADE A&M	3
	MARK A. THOMPSON SO FINE Warner Bros.	1
	TORCH SONG DON'T LOOK NOW IRS	5
	MARIA VIDAL BODY ROCK EMI America	4
	W.A.S.P. I WANNA BE SOMEBODY Capitol	1
	HANK WILLIAMS JR. ALL MY ROWDY FRIENDS Warner Bros.	3

For further information, contact Buzz Brindle, director of music programming, MTV, 1133 Avenue of the Americas, New York, N.Y. 10036.

Movie Houses 'Zap' Clips

Music Motion Resistance

BY TONY SEIDEMAN

NEW YORK Clip conversion costs, reluctance by movie theatres to jump into a new genre, and unwillingness by record companies to subsidize a new kind of video clip exploitation are making Music Motion's road to profits a difficult one.

Music Motions is a New York-based firm that is repackaging video clips as what it describes as "Music Zaps." It currently plans to charge movie houses $225 a month for the use of each of its videos.

But so far the company has not made any profits, says president Tom Hayes, and until it does "we're looking for the same kind of support that MTV got in its early stages." Hayes admits that so far he has had a "great deal of difficulty" convincing the record labels to give this support.

"There's been dialog," admits Epic national director of video promotion Harvey Leeds. But he isn't too hot on the idea, asking, "How many videos can you play in a movie theatre? Is a movie theatre going to rotate and expose new artists?"

Other label executives are more positive. "It's a whole new area that's just beginning to be exploited," says Arista's Peter Baron. "There are no advances" built into Music Motion's payment structure, says Baron; rather, the system is "like a royalty," with the labels getting money after the distribution company has covered its costs, which in this case are considerable.

Besides money for development, marketing and promotion, Music Motion foots the full bill for clip conversion costs that usually run about $17,000 a video, and rarely go below $8,000. Clips shot on film are most often edited on video, so the company has to go back and make prints of and recut original negatives, besides "repositioning" scenes to make the almost-square video screen fit into cinema's rectangle, says Hayes.

Music Motions also has to find out who owns the rights, which frequently ends up being difficult, says Hayes. Video clip rights are an "unclarified area" in many cases, he says, with uncertainties often popping up as to whether artists, management or record labels have rights to shares of the money generated, and what kind of rights they have.

Music Motion's early tests involved about 50 movie theatres, says Hayes, and deals are in progress which could put clips on a total of 4,000 screens.

For the future, says Hayes, "The idea is to have a catalog of product. We can't just match any Zap with any movie." But first he has to guarantee his supply, and several label video executives are showing uncertainty.

Although Epic's Leeds says there is "a lot of cross-promotional value" in Music Motion's work, he voices the fear that "there are union problems. Once something becomes a theatrical release, you've got to get clearances and pay royalties and all that kind of stuff," he says.

Hayes says that this is untrue. His company has settled all the union problems, he claims, and the unions won't make any moves on the feature film video clip business until it starts producing enough profits to make their efforts pay off.

GAINESVILLE's TV-69

(Continued from opposite page)

despite the need to keep costs low has already done a number of interviews since it went on the air Oct. 18. A number of factors are involved in the service's selection of the clips it plays. About 40% of the videos aired are chosen via viewer requests, says Zingale, and the station keeps in tight contact with local record stores to find out what tunes are hot in its area. Radio charts from various publications including Billboard also help TV-69 decide the clips it will play, says Zingale.

The station heavily dayparts its programming, and also makes use of the fact that its VJs can offer giveaways live on the air, once again making use of its request lines.

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